



Montana State Library  
Communications & Marketing  
FY 2014 Work Plan  
July 1, 2013-June 30, 2014

July 2013

## **SIX AGENCY-WIDE GOALS**

### **Goal One—Content**

MSL acquires and manages relevant quality content that meets the needs of Montana library users.

### **Goal Two—Access**

MSL provides libraries, agencies, and its partners and patrons with convenient, high quality, and cost-effective access to library content and services.

### **Goal Three—Training**

MSL provides appropriate trainings and training resources so that the best use can be made of the resources offered.

### **Goal Four—Consultation and Leadership**

MSL provides consultation and leadership to enable users to set and reach their goals.

### **Goal Five—Collaboration**

MSL promotes partnerships and encourages collaboration among its users.

### **Goal Six—Sustainable Success**

MSL is efficient and effective (measured against user outcomes), and is engaged in fulfilling its mission.

### **Goal One—Content**

1. MSL acquires and manages relevant quality content that meets the needs of Montana Library users.

With input from staff, advise, develop, and recommend marketing initiatives that promote the existing and new information resources of the Montana State Library and resources available statewide.

### **Goal Two—Access**

2. MSL provides libraries, agencies, and its partners and patrons with convenient, high quality, and cost-effective access to library content and services.

**With input from MTBL, work to increase awareness and access to Montana Library2Go for MTBL patrons.**

I have not begun this due to time constraints. I also have not heard from MTBL regarding this.

**With input from MTBL, develop accessible early literacy and outreach materials.**

I have not begun this due to time constraints. I also have not heard from MTBL regarding this.

**Assist SLR with its review and improvement of the “For the Public” section of the MSL web site.**

I have attended several meetings to achieve this goal and have worked with Lauren McMullen, Cara Orban, and Sarah McHugh to develop this new, improved version. We have reviewed other web sites from across the country and also have examined what is popular on the current site. We have also identified MSL priorities and outreach opportunities. This is in process.

**With input from SLR, prioritize key programs and services for development of long-term marketing plan.**

I have worked on marketing plans for the Montana Shared Catalog, the Montana Memory Project, and the new storymaker project. The Montana Shared Catalog has a new logo and new marketing materials. The other projects are in process.

**Continue to build online presence through experimental use of digital media and Web 2.0.**

I worked with Jennie Stapp to develop and then make revisions to the new MSL Facebook policy. I attended meetings with all program managers to explain these policies and encourage the development of new FB sites. We have expanded our FB presence to include seven distinct pages, up from three. I also contribute content to the main MSL page and coordinate the FB contributors group, providing updates on policies, answering questions, listening to suggestions, and attempting to solve issues.

**Continue to help build libraries' collections that serve children from birth to five years old.**

In spite of limited funding, I have purchased materials including books and toys that were distributed to libraries that attended the Ready 2 Read Rendezvous. All attending libraries received board books, picture books, and high-quality wooden unit blocks to enhance their services to Montana's youngest library patrons. Additionally, libraries received an "Every Child Ready to Read" binder from the American Library Association. This would also be significantly easier to accomplish if I didn't have to find grant money to accomplish this goal.

**Goal Three—Training**

3. MSL provides appropriate trainings and training resources so that the best use can be made of the resources offered.

**Provide regular training on early childhood development and outreach for children's librarians.**

I have arranged for training and also conducted training via webinars and at conferences. Training was conducted on play in libraries, Stay-n-Play activities, block play, summer reading, engaging with parents during storytime, outreach to organizations that support early childhood development, community partnerships, and Ready 2 Read Goes Wild.

**Provide regular outreach to existing and potential partners on the Ready 2 Read program.**

I maintain regular contact with the Ready 2 Read libraries via email. In the past year, I worked closely with libraries to help them develop and complete significant projects related to early childhood. These projects ranged from constructing new kid-friendly front-facing bookshelves to complete remodels of children's areas to training their community members on early childhood development. Additionally, I conduct surveys of libraries to see what types of resources would be most helpful to them and what kind of training they need or want.

Additionally, I work to maintain relationships with my funders by providing updates, positive stories, and information related to early childhood development in libraries through regular contact as I deem appropriate.

**Contribute to SLR training portal on subjects including early literacy, marketing, community outreach, and partnerships.**

Information on early literacy, marketing, community outreach, and partnerships has been contributed to the SLR training portal. Additionally, summer reading information is now available for the first time on the SLR portal.

**Serve as a resource and “expert” on marketing and communications, outreach, development, and partnerships for Montana librarians.**

I consistently answer emails and telephone calls relating to these topics. Additionally, I have arranged for training on these topics, especially as related to early childhood development. Unfortunately, my program submissions to MLA related to these topics were not accepted.

**Develop MTBL training and outreach materials in accessible formats.**

I have not completed this but have also not been approached by TBL to accomplish this.

**Goal Four—Consultation and Leadership—Discussion**

4. MSL provides consultation and leadership to enable users to set and reach their goals.

**With input from MSC staff and committee, increase marketing materials that are available to MSC libraries.**

Working with MSC staff and a committee comprised of librarians identified by the MSC staff, I worked with a designer to develop a new logo/brand identity for the MSC. We also ordered window clings to distribute to libraries at MLA that will help identify those libraries as MSC libraries.

**Assist MTBL with development of FAQ regarding MTBL technologies.**

A FAQ was completed for the Montana Library Association conference.

**Work with MTBL to continue marketing and communication efforts originally begun with patron outreach project.**

I have worked with Christie to identify potential media outlets and outreach opportunities to continue these efforts. Media outlets have been identified but right now, funding is a question.

Serve as consultant to libraries with Ready 2 Read programs to assist them with troubleshooting, development of their library's programs, address issues, and more.

I work very closely with the Ready 2 Read libraries to help them address all of the above. I maintain regular contact via email with the entire group, but I also reach out to libraries that I know are struggling or are "on the cusp" of doing something great or...not. I worked with each library in the last year to help them identify a far-reaching project that would change children's services in their library in some way. I then worked with these libraries throughout the year to help them identify funding opportunities to support their project, helping them with development of outreach materials (from powerpoints to speeches to local authorities), and helped them achieve their goals. Additionally, I believe because of my involvement with the project from the beginning, many of these librarians feel very comfortable calling/emailing me to address not just early literacy issues but also other issues their library is facing.

**Represent Montana libraries on Montana's Governor-appointed Best Beginnings Advisory Council to help other BBAC partners recognize and understand that libraries are an integral part of how the educational, emotional, and social developmental needs of young children are met in communities throughout Montana.**

I attend all of the BBAC meetings and also chair the strategic communications, outreach, and public awareness committee, so I also attend all of the BBAC committee chair meetings. My involvement with the BBAC has helped other organizations that serve young children understand how libraries can support them and be partners in their own communities. Prior to the BBAC, many of these organizations never considered libraries to be part of the early childhood picture but I think this preconceived notion has definitely shifted. In addition to the BBAC, I also attend the Early Childhood Partnership for Professional Development meetings, with representatives from OPI and DPHHS. This has been another successful partnership that has increased awareness of how libraries can help support early childhood education and development.

**Continue to develop Ready 2 Read program through partnerships, outreach, and opportunities.**

This year, I worked with existing partners to develop a series of videos that supplement the Ready 2 Read Goes Wild trunks that now circulate in libraries. I have also worked with many other organizations from childcare partnership offices to the Billings Junior League to provide outreach materials and get information about early literacy directly in the hands of parents and caregivers.

### **Goal Five—Collaboration**

5. MSL promotes partnerships and encourages collaboration among its users.

#### **Continue marketing and outreach efforts to Governor Bullock's office and administration to help them understand how MSL can be of service to their programs and agencies.**

I worked with Jennie to develop a packet of introduction to MSL that was sent to the Governor and the Lt. Governor. Additionally, we scheduled a tour of MSL for Governor Bullock. When Angela McLean was appointed the new Lt. Governor, I updated the letter of introduction and also reached out to her office to invite her to come visit MSL.

#### **Continue to develop relationships with MT PBS; MT Fish, Wildlife & Parks; MT Head Start; and MT Department of Public Health and Human Services Early Childhood Services Bureau.**

This year, I worked with the above-listed partners to develop a series of videos that supplement the Ready 2 Read Goes Wild trunks that now circulate in libraries. These videos were filmed by MT PBS, featured experts from MT FWP, and were paid for by MT Head Start and MT DPHHS. They are available on the PBS Learning Media site and copies of the videos will also be placed in each of the circulating trunks. They feature information for educators to present to children on each of the various subject matters and advice on how to incorporate science education into a classroom/library/homeschool.

#### **Continue to develop relationships with private sector partners, such as Washington Corporation and First Interstate Bank.**

I maintain a relationship with Washington Corporation and First Interstate BancSystem Foundation staff and have regular phone conversations with their executive directors to update them about what is going on in libraries regarding early childhood. Additionally, I send them relative documents and information related to early childhood development and libraries to keep them in the loop.

**Assist libraries statewide with the development of true partnerships that position them as a prime community resource in the area of early childhood development.**

I have purchased materials for libraries to use when making presentations out in the community on early literacy and the value of libraries in the development of those skills. These items were circulated to all Ready 2 Read Rendezvous libraries. Additionally, I have provided training and outreach to libraries on how to develop mutually-beneficial partnerships. Finally, I have conducted one-on-one assistance with libraries to develop outreach materials specific to their communities as necessary.

**Assist libraries with getting involved with their local Best Beginnings Advisory Councils.**

I have provided contact information to the libraries that serve the 27 communities throughout the state that have local Best Beginnings Advisory Councils. Additionally, I have encouraged them to get involved, provide training, offer meeting space, etc. The level of involvement varies greatly from library to library from extremely involved to not at all.

**Goal Six—Sustainable Success**

6. MSL is efficient and effective (measured against partner and patron outcomes) and is engaged in fulfilling its mission.

**Continue to present a compelling argument for ongoing and increased legislative support in 2015 through outreach and the development of strategic talking points and elevator talks that target community members, legislators, and policy makers that can be used to communicate a consistent message about MSL and Montana libraries.**

I developed talking points for the MSL Commission.

**Identify and attend training on any of the following topics: marketing using Web 2.0; community outreach; partnership development; early literacy; early childhood development; value of play in libraries; and budgeting.**

I attended a one-day seminar on budgeting.

**Continue to seek feedback from Ready 2 Read libraries on the type of programming/training/assistance they want/need from MSL.**



I regularly reach out to the Ready 2 Read libraries, conduct surveys, and ask for feedback from them on the types of training/assistance they want and need from MSL. The Ready 2 Read Rendezvous was designed based on feedback from the libraries. Additionally, the early learning training we offered at MLA was also based directly on feedback from libraries. After gathering more information from libraries on the types of training they want, we are now working to design fall workshop to address some of these needs.

**Advocate for the development of a staffed and funded early literacy/lifelong learning program at MSL.**

I have researched what other states in the region are doing in terms of supporting an early literacy position. I have developed materials for and presented at the Education and Local Government committee. I have also worked extensively with the Governor's office to inform them about the Ready 2 Read project and the value of libraries in the landscape of early childhood development. I have met with Lisa Bullock, Montana's First Lady; Janet Walsh, wife of then-Lt. Governor John Walsh; Siri Smillie, Associate Policy Advisor; Shannon O'Brien, Education Policy Advisor; and Jim Molloy, Chief Policy Advisor. I have written the EPP request to fund this position.